

# WHO'S MISSING?



## Who's Missing? Alt Text Guide

### **Purpose**

Alt Text ensures *Who's Missing?* campaign assets are accessible to people using screen readers.

Our *Who's Missing?* Hero Assets have had Alt Text applied. Where not possible, a guide has been included in the file.

Example descriptions when posting or sharing assets:

### **Posters**

Poster with large white block text partially obscured to reveal words like 'RESEARCH,' 'EVENTS,' 'STORYTELLING,' 'MEDIA IMAGERY COMMS,' and 'TALENT.' Tagline reads: 'Inclusive marketing matters. Find out more at [UnstereotypeAlliance.org](https://UnstereotypeAlliance.org).

### **Instagram Tiles**

Graphic with large orange blocks partially obscuring black text. The visible message reads 'WHO'S MISS IN G?' suggesting the phrase 'Who's Missing?' alongside words like storytelling, research, innovation, and events. Part of Unstereotype Alliance Australia's inclusion campaign.

### **Email Banners**

Banner split in two: left side shows bold white text 'Who's Missing?' on a black panel; right side shows a yellow panel with Unstereotype Alliance and overlapping multicolour profile silhouettes symbolising diversity.

### **How to Add Alt Text**

- **LinkedIn** → Upload image → *Alt Text* → paste description.
- **Outlook** → Right-click image → *Edit Alt Text* → paste description.
- Keep Alt Text short (1–2 sentences) and focused on the key message.